

Hibu Website Anatomy: Understanding What Your Site Visitors See

1. Logo and Contact Info

Introduces your brand and keeps your phone number and service area “top of mind” for your site visitors.

2. Navigation

Helps your visitors find everything you offer and/or what they can do on your site.

3. Hero and Headline

Shows your visitors what you do, what they’ll get, and/or why they should choose you right now.

4. Content

Uses rows or columns of “bite-sized” content to detail your products and services.

You can also highlight:

- Video or gallery
- Coupon
- Reviews or Social feed
- Small form
- Badges / awards / brand logos

5. Footer

Makes sure visitors can always find out who you are, where you are, and how to contact you – on every page of your site.



Video



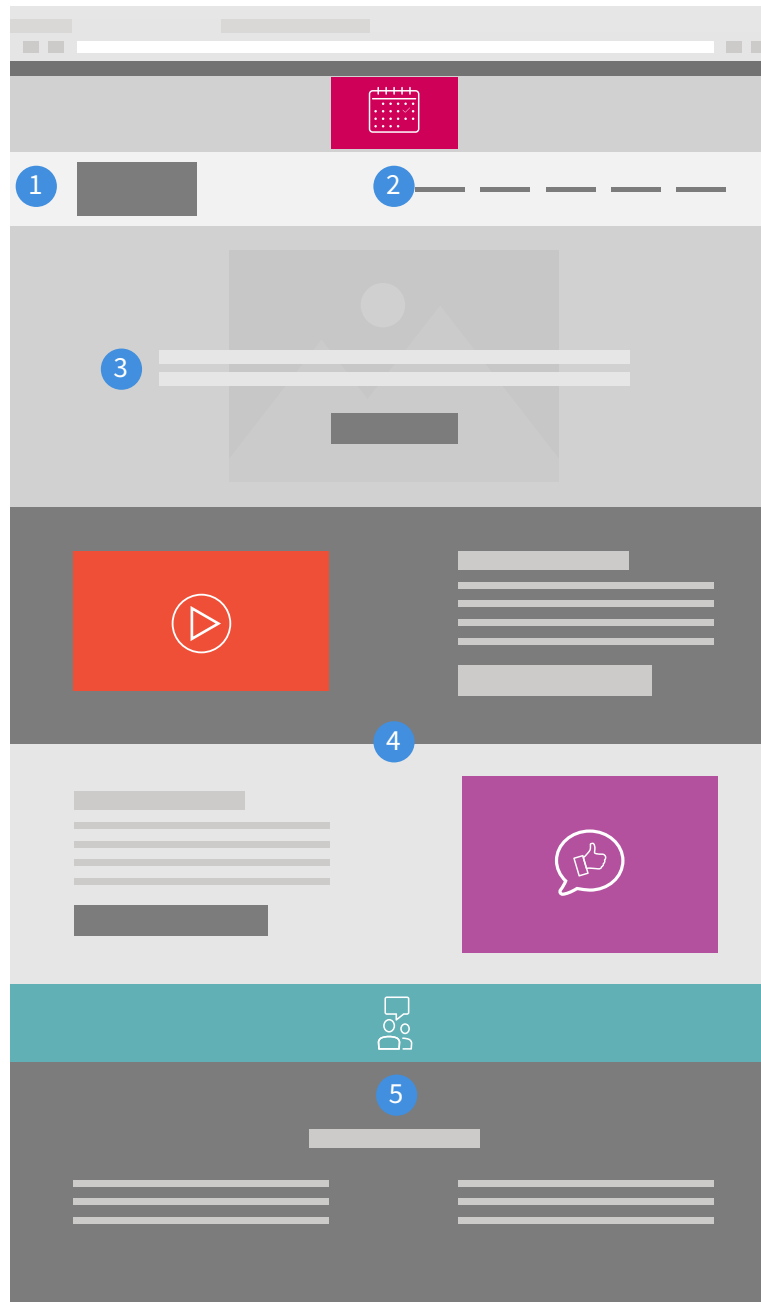
Reviews



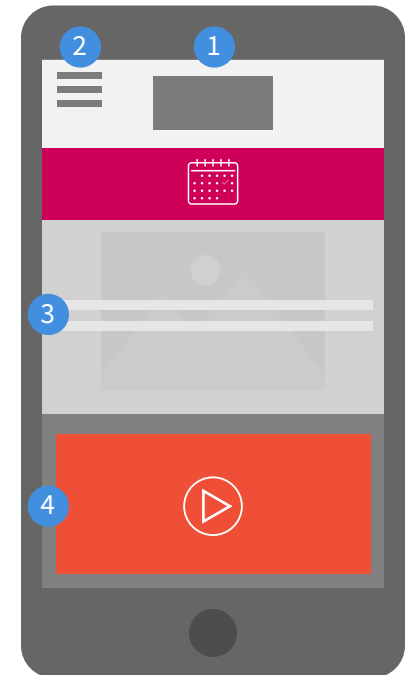
Social



Appointments



This is a representation of a Hibu Website's home page components. It is not meant to represent a particular website layout.



What do visitors NEED to see on a local business site?*

1. List of services
2. Hours
3. Phone number
4. Price list

What makes visitors WANT to use a local business?*

1. Business details
2. Location / Distance
3. Address / Contact info
4. Testimonials / Reviews

*BrightLocal local consumer survey, 2016